AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions, and listings, of claims in this application.

1-3. Cancelled.

4. (currently amended) The method of claim 29, wherein ~~the~~ the proxy server services include ~~the identification of the location of the user within the content server site is arranged for~~ accessing control utilities enabling access restriction to specific content according to content location as defined by the hyperlinks title sequence corresponding to access restrictions defined by the proxy operator.

5. (currently amended) The method of claim 29 the proxy server services include ~~, wherein the identification of location of the user within the content server site is arranged for~~ caching utilities enabling to identify cached content by the proxy server according the identified content location.

6. (currently amended) The method of claim 29 the proxy server services include ~~wherein the identification of location within content server site is arranged for~~ billing applications by applying billing rules by the proxy server in accordance with the identified content location.

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7. (Previously Presented) The method of claim 29, wherein the identification of the location within the content server site is arranged for data retrieval services comprising retrieving required data from respective data source according to the identified location within the content server site.

8. (Previously Presented) The method of claim 29, further comprising processing the content to fit user mobile device specifications wherein the identification of the location within the content server site is arranged for selecting content processing before delivery to the mobile device.

9. (Previously Presented) The method of claim 29, wherein the identification of the location within the content server site is arranged for sampling the usage of the location and providing usage statistical analysis.

10. (Previously Presented) The method of claim 29, further comprising displaying the sequence of hyperlink titles to the user for enabling the identification of previously visited content services.

11. (Previously Presented) The method of claim 10, wherein the service identification is arranged for tracking users' activities for billing purposes.

12. (Previously Presented) The method of claim 10 wherein the identification of services by the user is arranged for enabling the user to return to the services.

13. (Previously Presented) The method of claim 29, wherein the service identification module functionality is implemented at least in part within the user device.

14 - 15. Cancelled

16. (Previously Presented) The system of claim 30, wherein the identification of the location within the content server site is arranged for access control utilities enabling access restriction to specific content according to content location as defined by the hyperlinks title sequence.

17. (Previously Presented) The system of claim 30, wherein the identification of location within content server site is arranged for caching utilities enabling to identify cached content according the identified content location.

18. (Previously Presented) The system of claim 30, wherein the identified contextual location within content server site is used for enabling applying billing rules, which take into account the identified location.

19. (Previously Presented) The system of claim 30 wherein the identification of location within content server site is arranged for data retrieval services for retrieving required data from respective data source.

20. (Previously Presented) The system of claim 30, further comprising a processing module for adapting the content to user mobile device specifications wherein the identification of the location within the content server site is arranged for

selecting the respective content processing to be performed on the content before delivery to the mobile device.

21. (Previously Presented) The system of claim 30, wherein the identification of the location within the content server site is arranged for sampling the usage of said location and providing usage statistical analysis.
Cancelled.

22. (Previously Presented) The system of claim 30, further comprising displaying the sequence of hyperlink titles to the user for identifying previously visited services.

23. (Previously Presented) The system of claim 30, wherein the tracking module is arranged for tracking users' activities for billing services.

24. (Previously Presented) The system of claim 30, wherein the identification of content location by the user is arranged for enabling the user to return to a predefined content location.
Cancelled.

25. (Previously Presented) The system of claims 30, wherein the content analysis module is implemented within an existing gateway or proxy on the network.

26-28. Cancelled.

29. (Currently Amended) A method ~~of~~ for determining the activation of proxy server services ~~identifying a contextual~~

~~location of a mobile device~~ user who is using at least one cellular network to visit content accessed by various hyperlinks that are associated with a content server, through at least one proxy server, the contextual location relating to a communication link currently used by the mobile device user, the method being executed by the at least one proxy server, the method comprising:

configuring proxy services actions by defining for each service a sequences of hyperlinks titles of the content server which correspond to contextual location within the content server, wherein said defining is preformed by the proxy server operator;

receiving, from the content server and through the at least one proxy server, user visited content that includes embedded hyperlinks that are each associated with a corresponding title and a corresponding target uniform resource locator (URL), wherein each title is presented to the user over a webpage having a different URL than the target URL;

parsing the received content, extracting the embedded hyperlinks and their corresponding titles and target URLs, and storing the hyperlinks, each title being associated with a respective target URL, wherein each target URL is a dynamic URL comprising periodically changing code numbers identifiable, in real-time, only by the content server;

upon receiving a subsequent URL request, extracting a corresponding hyperlink title from a previously stored hyperlink based on the subsequently requested target URL;

creating a short term user surfing course comprising a sequence of hyperlink titles and a corresponding target URLs sequence; and

identifying the contextual location of mobile device user within the content server by

(i) comparing the sequence of user selected hyperlink titles of the short term user surfing course with a plurality of predefined sequences of titles stored in a database <u>wherein the predefined sequences of titles were defined by the proxy operator,</u> and

(ii) identifying <u>at least partial selected sequence which is similar</u> ~~a compatible~~<u>to</u> hyperlinks titles sequence in the database, wherein each hyperlinks titles sequence <u>in the database is</u> associated with a corresponding contextual location,

~~wherein~~ <u>determining the activation</u> at least one proxy server service, <u>wherein the activation of the service is based on</u> the <u>identified</u> contextual location <u>of the user</u> ~~enables the at least one proxy server to provide services, which correspond to the identified contextual location~~,

wherein ~~at least one of~~: the receiving, the parsing, the identifying, and the comparing are performed by at least one computer <u>throughout the user surfing session.</u>

30. (Currently Amended) A system <u>for determining the activation of proxy server services</u>~~for identifying contextual location of a mobile device~~ , utilizing at least one cellular network to visit content by accessing various hyperlinks, through at least one proxy server, over a cellular network, said system comprising:

<u>an interface module,</u>

a content analysis module; ~~and~~

a tracking module_,and

an activation module

wherein the interface module is arranged to Configure proxy services actions by defining for each service a sequences of hyperlinks titles of the content server which correspond to contextual location within the content server, wherein said defining is preformed by the proxy server operator;

wherein the content analysis module is arranged to:

receive user visited content from the content server, the content exhibiting embedded hyperlinks each associated with corresponding title and corresponding target uniform resource locator (URL), wherein each title is presented to the user over a webpage having a different URL than the target URL;

parse the received content and extract the embedded hyperlinks and their corresponding titles and dynamic URLs and store the hyperlinks wherein each title is associated with its corresponding target_URL, wherein each target URL is a dynamic URL comprising periodically changing code numbers identifiable, in real-time, only by the content server; and .

upon receiving a subsequent URL request, extract corresponding hyperlink title from previously stored hyperlink according to presently received URL based on the subsequently requested target; and

create a short term user surfing course comprising a sequence of user selected hyperlink titles and their corresponding dynamic URLs;⊤

and wherein the tracking module is arranged to identify the mobile device user contextual location within content server by comparing the sequence of user selected hyperlink titles of the short term user surfing course with a plurality

of predefined sequences of titles stored on a database, wherein the predefined sequences of titles were defined by the proxy operator, ;
and wherein the activation module is arranged to determine the activation at least one proxy server service, wherein the activation of the service is based on the identified contextual location of the user.

31-33. Cancelled.